

PROGRAM NAME	Public Sector Standard Prescriptive (2011 through 2014)
Objective	Encourage public sector customers to purchase high efficiency electric and gas equipment through a menu of incentives for the installation of energy efficiency measures.
Target Market	Units of Local Government, Municipal Corporations, K-12 Schools, Community Colleges, State and Federal Facilities, and State Universities
Program Duration	This program started in 2008 under the EEPS program as an all electric program. It will continue over the next three years (June 2011 through May 2014) as an integrated electric and gas program.
Program Description	<p>Simple menus of incentives will be offered for the purchase and installation of energy efficient equipment and measures to reduce electricity and gas consumption at public facilities. This program is the core DCEO program in terms of anticipated kWh and therm reductions in the public sector and has a significant budget as appropriate to that role. A streamlined incentive application and quality control process along with targeted marketing approaches will be employed to facilitate ease of participation and produce maximum program results.</p> <p>Specifically, funds will be made available on a first come, first served basis beginning on a date to be determined specific to program guidelines. Payments of less than \$50,000 for individual measures or bundles of measures will be made as rebates. At the discretion of DCEO, customers implementing measures eligible for payments of more than \$50,000 shall receive payment either as multiple rebates for separate packages of measures, or as one bundled grant. DCEO reserves the right to establish maximum payments per customer and to establish other procedures to manage the flow of funds in an orderly fashion(to help manage applicant expectations) throughout the program year.</p>
Eligible Measures	<p>Eligible measures will include energy efficient equipment which has a broad application throughout the public sector. These include equipment in the areas of: lighting, electric heat pumps, motors/compressors/pumps, commercial gas and electric cooking equipment, gas and electric furnaces, gas boilers, gas and electric water heaters, controls, insulation, set back thermostats, boiler/furnace tune ups, steam traps, and more.</p> <p>The total list of measures can be made available upon request. DCEO reserves the right to revise the list of eligible measures as needed in accordance with current market development, technology development, EM&V results, and program implementation experience.</p>
Implementation Strategy	<p>The program will be administered by DCEO with contractor assistance as necessary. Efficiency measure implementation and installation will be the responsibility of the customer. Key elements of the Standard Prescriptive Program implementation strategy include:</p> <ul style="list-style-type: none"> • Public sector participant recruitment: Participants will be recruited through targeted marketing and outreach activities, through energy service companies, through organizations that represent public sector facilities, and through energy vendor allies. • Trade ally recruitment and training: DCEO will coordinate closely with the electric and gas companies in the training and use of trade allies. These trade allies have been very helpful in the implementation of this program in the past, and it is intended to provide them more training and information on the program incentives, participation process and requirements. • Technical assistance: Technical assistance will be provided as needed with the assistance of the Smart Energy Design Assistance Center, the Energy Resources Center (both part of the State University System), and through the DCEO Performance Contracting and LEAP programs. It is expected that other energy service contractors and equipment vendors will provide assistance as well. • QA/QC review: Incentive applications will be subject to a quality assurance /quality control review to ensure all required forms and documentation have been submitted and that the calculation of incentive totals are correct. • Project Verification: DCEO reserves the right to site-verify installations prior to or after approval and incentive payments..

Marketing Strategy	<p>The first three years of the program have taught us the need for very targeted and creative marketing to the various sectors within the public sector market. The program will continue to market through local government associations, school and university associations, and building industry professional associations. DCEO will continue partnerships with statewide organizations such as ILARC, Illinois Municipal League, and Metropolitan Mayor's Caucus.</p> <p>DCEO has developed an EEPS brand - Illinois Energy Now - that will provide more visibility and awareness of the programs. DCEO will continue to market through its regional staff offices, state of Illinois press office, elected officials to do program announcements in their territories, DCEO energy website, participation in trade shows, webinars, and workshops, and through coordinated efforts with the electric and gas utilities.</p> <p>In addition, the program will target specific sub-groups such as municipal waste water treatment facilities within the state. The marketing approach will be to target the need for pump, motor and compressor replacements, often not considered energy related products by the facilities. Marketing outdoor lighting as a specific target area to municipalities, schools, state and federal buildings, and municipal corporations is another targeted marketing area that will be pursued. Finally, as a subset of this program, DCEO will engage the municipalities themselves to market, sell, and develop unique programs (such as aggregation of customers) that can increase the participation of Municipalities. The next three year program will investigate and implement expanded marketing approaches to the public sector.</p>
Incentive Strategy	<p>The first three years of the program have demonstrated that the public sector requires higher incentives than those necessary by the private sector. This was demonstrated during the second year of the DCEO EEPS program when a "Spring Sale" was held with higher incentives. The customer response was significant.</p> <p>As a result, the DCEO prescriptive program for the next three years has been able to build into it an average incentive level nearly twice what was used in the beginning of the first three year program. DCEO reserves the right to modify the incentive levels as needed in accordance with current market developments, technology developments, EM&V results, and program implementation experience.</p>
Milestones	<ul style="list-style-type: none"> • February 2011: Commission approval • March-May: Final program design and protocol development • June 2011: Public Sector Standard Prescriptive Program Launched for 2011 through 2014
EM&V Requirements	<p>Deemed savings values will be used for most measures. After implementation of the efficiency measures, projects will be subject to post inspection to confirm proper installation and conformance with the measure specification. A statistically selected number of implemented projects will be evaluated to confirm savings. .</p> <p>DCEO will continue to coordinate the EM&V process with the other utilities, but intends to issue its own EM&V contracts based on a competitive solicitation issued by the DCEO. DCEO believes this is imperative to meet the requirements of a program that spans the entire state.</p>
Administrative Requirements	<p>Program manager responsibilities include final program design, marketing materials development, program marketing and outreach, project management and QA/QC activities, tracking/reporting, and overall goal achievement.</p>

Estimated Participation

DCEO expects broad participation in the program from the entire public sector. The following estimates have been utilized for planning purposes. Actual participation will vary:

Public Sector Category	% of Measures
Units of Local Gov't	40%
Municipal Corporations	22%
K-12 School Districts	20%
Community Colleges	3%
State and Federal Facilities	5%
State Universities	10%

Estimated Budget

Electric Budget Information Total Program				
Budget Category	Year 1	Year 2	Year 3	Total
Incentive Costs	\$16,360,210	\$16,833,289	\$16,956,539	\$50,150,038
Implementation Costs	\$1,742,000	\$1,770,000	\$1,787,000	\$5,299,000
Total	\$18,102,210	\$18,603,289	\$18,743,539	\$55,449,038
ComEd (73%)				
Budget Category	Year 1	Year 2	Year 3	Total
Incentive Costs	\$11,942,953	\$12,288,301	\$12,378,273	\$36,609,528
Implementation Costs	\$1,271,660	\$1,292,100	\$1,304,510	\$3,868,270
Total	\$13,214,613	\$13,580,401	\$13,682,783	\$40,477,798
Ameren (27%)				
Budget Category	Year 1	Year 2	Year 3	Total
Incentive Costs	\$4,417,257	\$4,544,988	\$4,578,266	\$13,540,510
Implementation Costs	\$470,340	\$477,900	\$482,490	\$1,430,730
Total	\$4,887,597	\$5,022,888	\$5,060,756	\$14,971,240

Gas Budget Information Total Program				
Budget Category	Year 1	Year 2	Year 3	Total
Incentive Costs	\$4,121,513	\$4,121,513	\$4,121,513	\$12,364,539
Implementation Costs	\$435,000	\$435,000	\$435,000	\$1,305,000
Total	\$4,556,513	\$4,556,513	\$4,556,513	\$13,669,539

Estimated Budget Cont'd	Ameren (16.9%)				
	Budget Category	Year 1	Year 2	Year 3	Total
	Incentive Costs	\$696,536	\$696,536	\$696,536	\$2,089,607
	Implementation Costs	\$73,515	\$73,515	\$73,515	\$220,545
	Total	\$770,051	\$770,051	\$770,051	\$2,310,152
	Nicor (56.6%)				
	Budget Category	Year 1	Year 2	Year 3	Total
	Incentive Costs	\$2,332,776	\$2,332,776	\$2,332,776	\$6,998,329
	Implementation Costs	\$246,210	\$246,210	\$246,210	\$738,630
	Total	\$2,578,986	\$2,578,986	\$2,578,986	\$7,736,959
	People's Gas (21.7%)				
	Budget Category	Year 1	Year 2	Year 3	Total
	Incentive Costs	\$894,368	\$894,368	\$894,368	\$2,683,105
	Implementation Costs	\$94,395	\$94,395	\$94,395	\$283,185
	Total	\$988,763	\$988,763	\$988,763	\$2,966,290
	North Shore (4.8%)				
	Budget Category	Year 1	Year 2	Year 3	Total
	Incentive Costs	\$197,833	\$197,833	\$197,833	\$593,498
	Implementation Costs	\$20,880	\$20,880	\$20,880	\$62,640
	Total	\$218,713	\$218,713	\$218,713	\$656,138
Savings Targets	Net Savings (Gas/Electricity)				
	Electrical Savings (kWh)	Year 1	Year 2	Year 3	Total
	Ameren (27%)	14,713,657	14,873,134	15,006,903	44,593,694
	ComEd (73%)	39,781,368	40,212,547	40,574,220	120,568,135
	Total Electric Savings	54,495,025	55,085,681	55,581,123	165,161,829
	Gas Savings (Therms)				
		Year 1	Year 2	Year 3	Total
	Ameren (16.9%)	280,919	280,919	280,919	842,757
	Nicor (56.6%)	940,829	940,829	940,829	2,822,487
	People's (21.7%)	360,707	360,707	360,707	1,082,120
	North Shore (4.8%)	79,788	79,788	79,788	239,363
	Total Gas Savings	1,662,242	1,662,242	1,662,242	4,986,726
Other Program Metrics	TRC: 2.08				